



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

# Global Trade Partner Update

Tuesday, October 3<sup>rd</sup>, 2023



# Welcome



VISIT  
LAUDERDALE  
EVERYONE UNDER THE SUN

Tracy, Caitlan, Paul, Roger & Hasan

# Agenda

- Welcome
- Team News
- IPW 2026 - Proposal Update
  - Malcolm Smith
- Global Trade Market Updates
- Media Buys
- Visit Lauderdale Market Update





WELCOME

HASAN SHAKOOR

Coordinator, Global Trade  
Development



*Brazil*



*Colombia*



*Argentina*

*coming soon...*

AVIAREPS

LATAM



# IPW BID

MAY 2026

20,000 Total Room Nights  
3,900 Room Nights on Peak

Global Buyers & Media from our top  
markets



WELCOME

MALCOM SMITH

US TRAVEL

SVP Business Development & General Manager, IPW



# Bringing the World to America: Hosting U.S. Travel's IPW



***What are we up to?***

# Air Service Development

- El Al—scheduled service launching from Tel Aviv (TLV) April 15, 2024.
- Joint Visit Lauderdale-El Al Travel Trade & Media Mission, November -13 16, 2023
- Porter Airlines—scheduled service launching from Toronto (YYZ) and Ottawa (YOW) November 30, 2023.
- Cooperative marketing and product development opportunities.





# Domestic



JULY –  
SEPTEMBER  
2023



# Upcoming Domestic

Roger Dudley

- JetBlue Vacations Trainings & FAM **Partner Event**
- Cruise World –GFL- **Partner Event**
- Visit Florida / Cruise World FAM - **Partner Event**
- Signature Travel Network Annual Conference–Vegas
- Cruise Planners Annual Conference–GFL **Partner Event**
- AAA NE Destination Training–GFL
- Travel & Adventure Shows 3- **Partner Events**
- California Sales Mission- **Partner Event**
- Cruise 360 - **Partner Event**



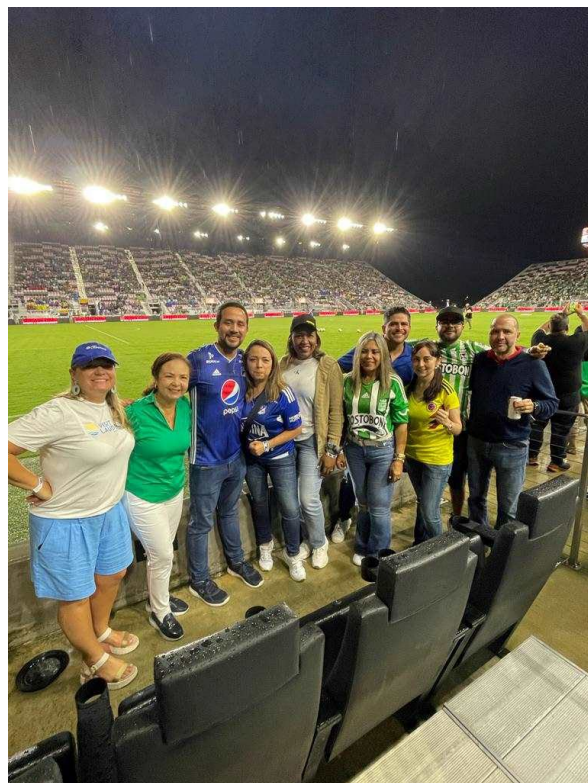


# Upcoming Canda /UK/ Europe

Paul Mason

- Brand USA—Travel Week, October in London
- Orlando Receptive Visits, December
- IITA, February in Memphis
- UK Mission, February in London and Manchester
- Scandinavia Mission, Feb-March in Denmark, Sweden and Switzerland
- Virtuoso On Tour Canada, April in Montreal
- Canadian Outdoor Adventure Shows & Mission **Partner Event**
- IPW LA, **Partner Event**
- Canadian Mission (Brand USA)
- Travel Market Place & Mission **Partner Event**
- Lieb Initiatives





# LATAM

Caitlan Etchevers

- Diversa Turismo—Descrube America - Brazil
- Virtuoso & Celebrity Cruise Event, Monterey, MX
- Peru / RCCL FAM- **Partner Event**
- Festuris—Brazil
- CVC Argentina —Orlando
- Orlando Receptive Visits
- Central American Sales Mission—January—**Partner Event**
- ANATO—Colombia in February **Partner Event**
- WTM LATAM & Sales Mission—Brazil in April **Partner Event**





**LAUDERDALE LOYALIST OPPORTUNITY**

12 Opportunities

1 Video

1 Email

Unlimited  
Connections





# Trade Marketing Initiatives & Co-Op's

# Co-op Marketing Initiatives

B2B, B2C, B2B2C – Fiscal 2024

## DOMESTIC

- Travel Market Report
- Travel Weekly – Florida Plus
- AAANE
- VAX
- Signature

## INTERNATIONAL

- Baxter - CA
- Branch Up CA
- Canadian Airlines – Porter, Air Canada, WestJet
- Brand USA Programs - Mexico & Canada
- UK & Ireland – Tour America, Travel Gossip, VUSA, JetSet
- Hotelbeds - Spain, Mexico, Colombia, Brazil & Argentina
- Essentially America/ Mein Amerika - Pre & Post Cruise
- Panrotas - Brazil
- La devi Mexico - Colombia & Pan-regional
- Snowbird
- Travel Brands (Cruise)
- Travel Week Canada
- Virtuoso
- Travel Industry Today





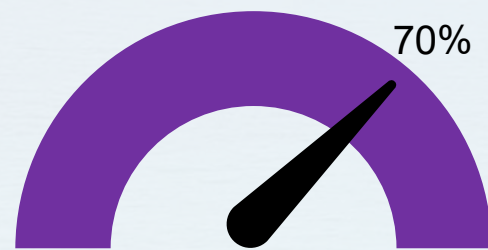
Stay Tuned: Partner  
Registrations for FY24  
October 16<sup>th</sup>, 2023  
[Visitlauderdale.com/rsvp](https://visitlauderdale.com/rsvp)

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# Hotel Metrics

## July 2023

### OCCUPANCY



8% below 2019  
1% below 2022

### AVERAGE DAILY RATE

**\$151.45**

27% above 2019  
1% below 2022

### SUPPLY

**20%**  
above 2019

**1%**  
below 2022

### REVENUE PER AVAILABLE ROOM

**\$105.38**

17% above 2019  
1% below 2022

### DEMAND

**11%**  
above 2019

**2%**  
below 2022

### HOTEL REVENUE

**41%**  
above 2019

**3%**  
below 2022

## August 2023

### OCCUPANCY



8% below 2019  
1% above 2022

### AVERAGE DAILY RATE

**\$137.56**

24% above 2019  
Flat to 2022

### SUPPLY

**20%**  
above 2019

**0.1%**  
below 2022

### REVENUE PER AVAILABLE ROOM

**\$89.91**

15% above 2019  
1% above 2022

### DEMAND

**11%**  
above 2019

**1%**  
above 2022

### HOTEL REVENUE

**38%**  
above 2019

**1%**  
above 2022

## September 2023 (1st-15th)

### OCCUPANCY



3% above 2019  
5% below 2022

### AVERAGE DAILY RATE

**\$135.12**

33% above 2019  
4% below 2022

### SUPPLY

**21%**  
above 2019

**1%**  
above 2022

### REVENUE PER AVAILABLE ROOM

**\$79.77**

36% above 2019  
9% below 2022

### DEMAND

**24%**  
above 2019

**4%**  
below 2022

### HOTEL REVENUE

**64%**  
above 2019

**8%**  
below 2022

# Hotel Metrics

2023 Year-to-Date  
January 1 – September 15

## OCCUPANCY



5% below 2019  
1% above 2022

## AVERAGE DAILY RATE

\$193.15

28% above 2019  
6% above 2022

## HOTEL REVENUE

44% above 2019

6% above 2022

## DEMAND

13% above 2019

1% above 2022

## REVENUE PER AVAILABLE ROOM

\$140.44

21% above 2019  
6% above 2022

## NEW SUPPLY

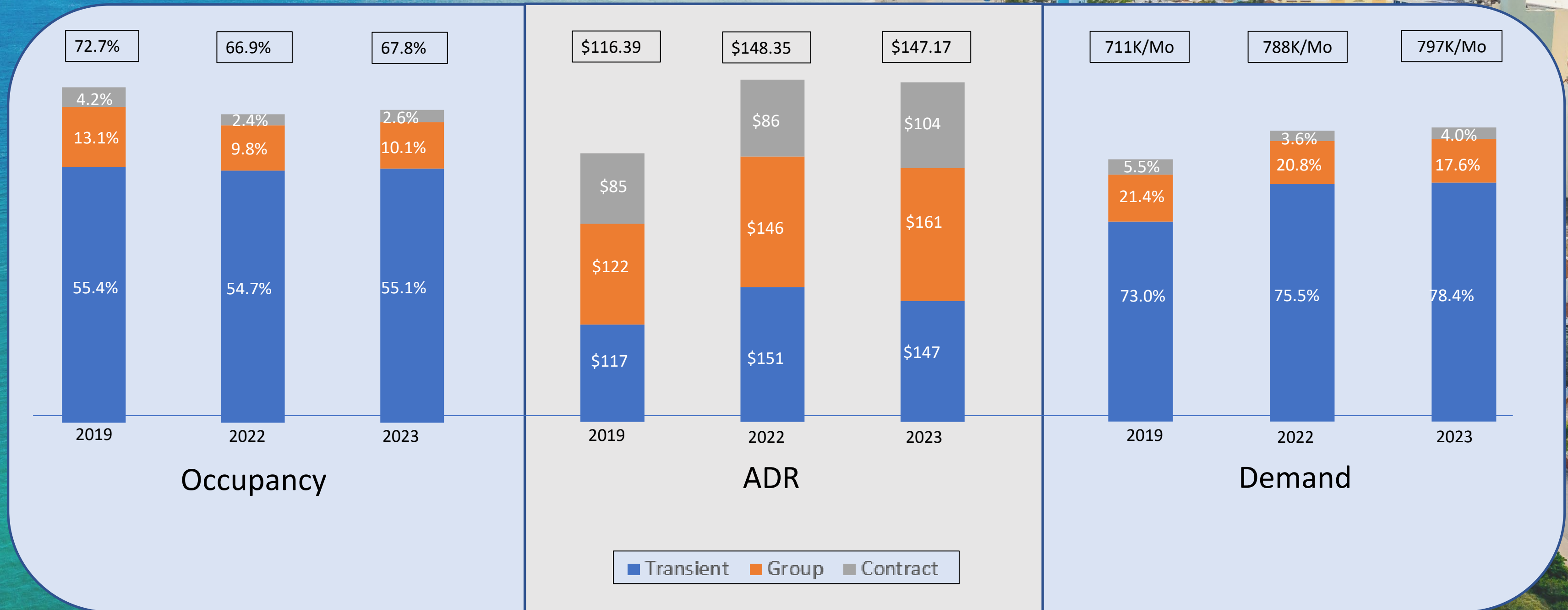
19% above 2019

0.1% below 2022

\*3 hotels (410 rooms)  
in pipeline for 2023

# Comparison of Segmentation Mix

## 2019 vs. 2022 vs. 2023 (Jun-Aug)



# Hotel Forecast vs Performance

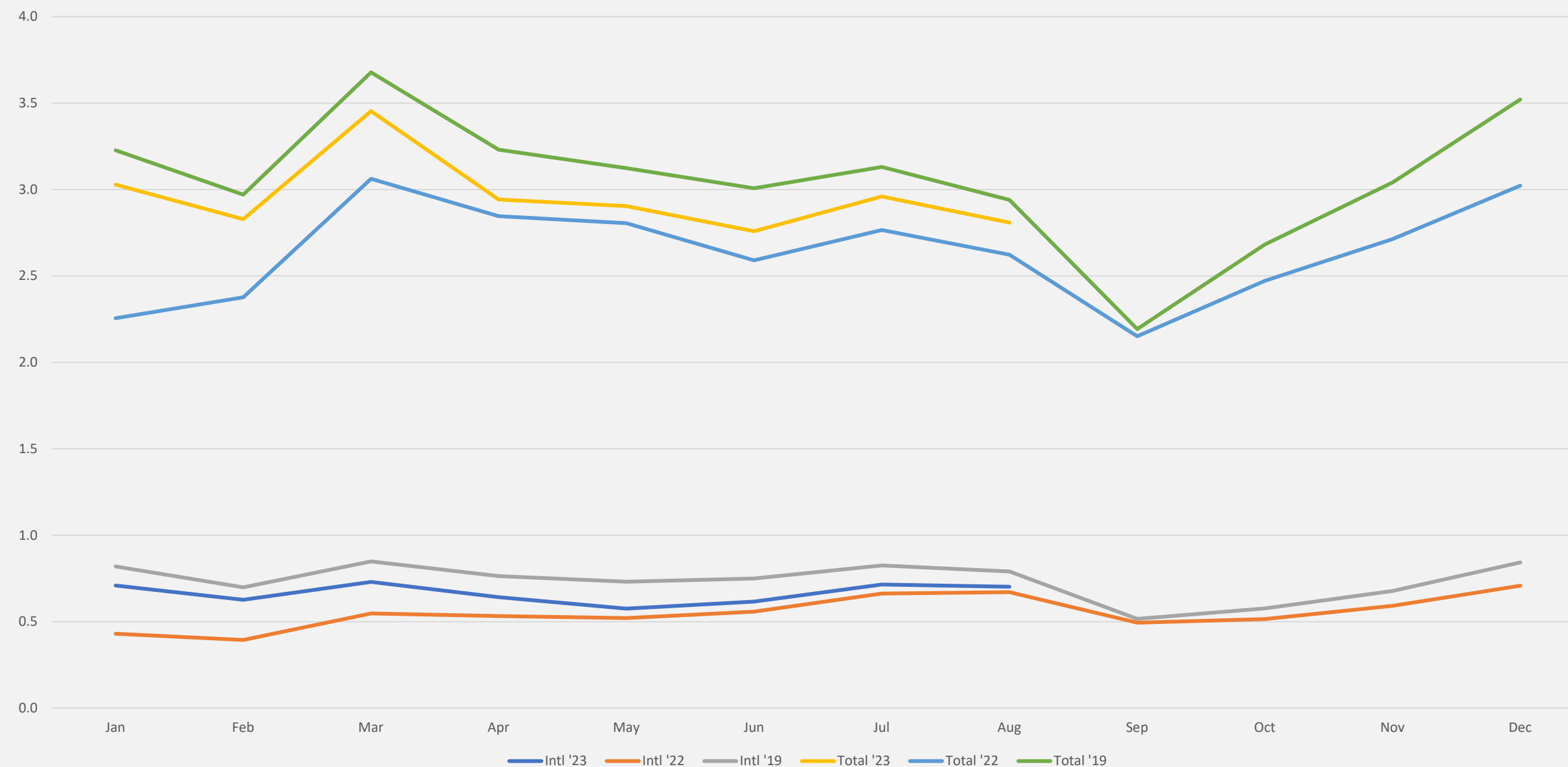
Jan-Aug 2023	Forecast	Actual	%Difference
Occ	76.8%	73.6%	-4%
ADR	\$ 195.56	\$ 196.04	0.2%
RevPAR	\$ 152.04	\$ 144.20	-5%

CY 2023 Forecast  
as released Nov 2022

Occ	ADR	RevPAR
75.0%	\$ 190.20	\$ 144.55

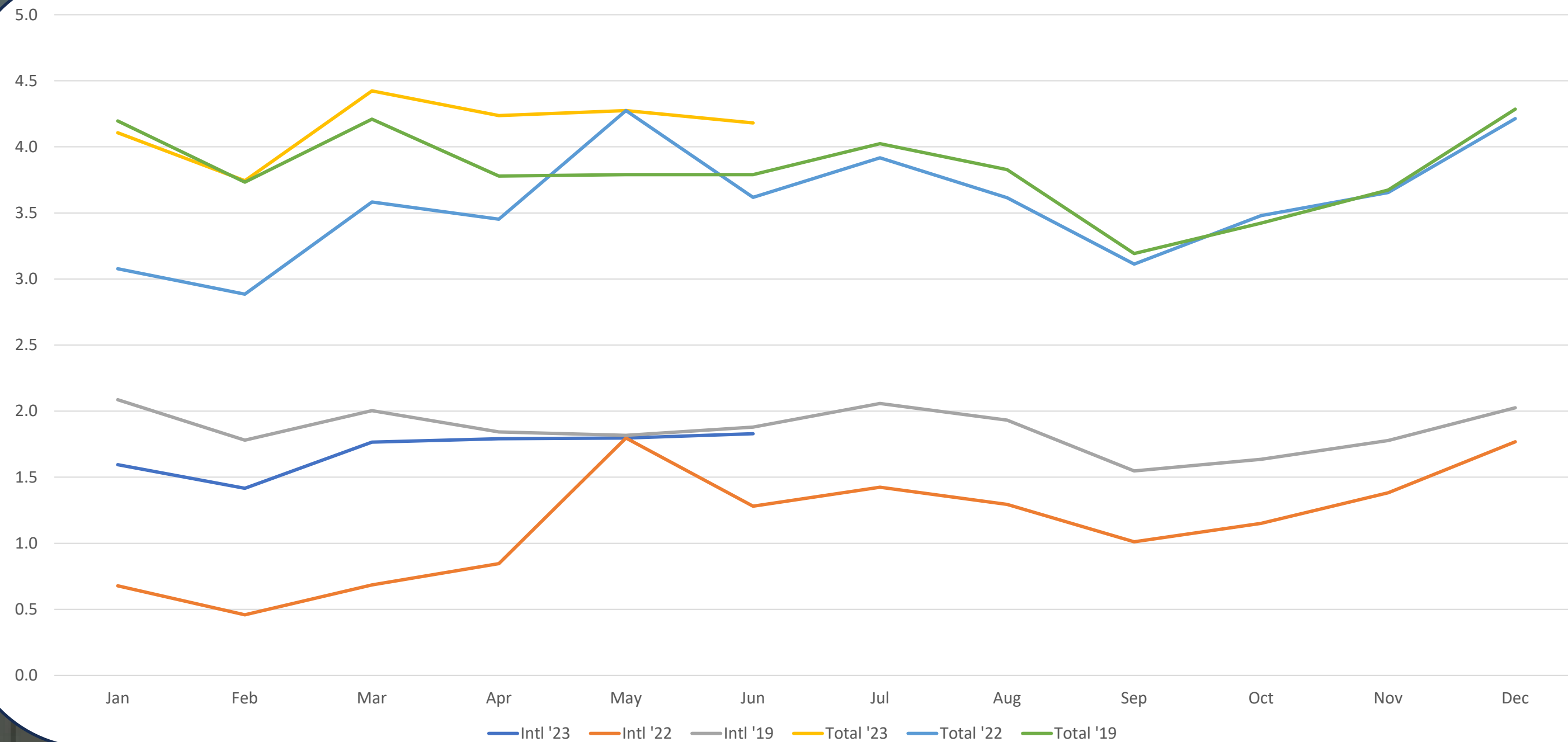
# FLL Passenger Volume

International and Total Monthly YoY (in Millions)



# MIA Passenger Volume

International and Total Monthly YoY (in Millions)



# Cruise Passenger Volume

## YoY by Month (in Thousands)





*Introducing: Theodore Botimer*

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*Vice President, Research, Strategy  
and Revenue Management*



*[Tbotimer@broward.org](mailto:Tbotimer@broward.org)*





[www.visitlauderdale.com/partners/market-research/](http://www.visitlauderdale.com/partners/market-research/)

# MARKET RESEARCH

The following tourism marketing research is compiled by the Greater Fort Lauderdale Convention & Visitors Bureau.

## *Detailed Statistics*

Dynamic dive into lodging metrics, tax revenues, employment, visitation sources, and more.

- GFLCVB Hospitality Report [best viewed in Google Chrome]
- 2021 Tourism & Economic Impact



- Group pace report
- Hotel performance forecast
- Convention/large group list
- 2022 Visitor Profile
- .... and more

A landscape photograph featuring a dirt road that stretches from the foreground into the distance, leading towards a bright sunset. The sky is filled with large, dark, textured clouds. The ground is covered in dry grass and some small bushes. The overall mood is contemplative and serene.

# In Conclusion:

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# Leisure Lauderdale

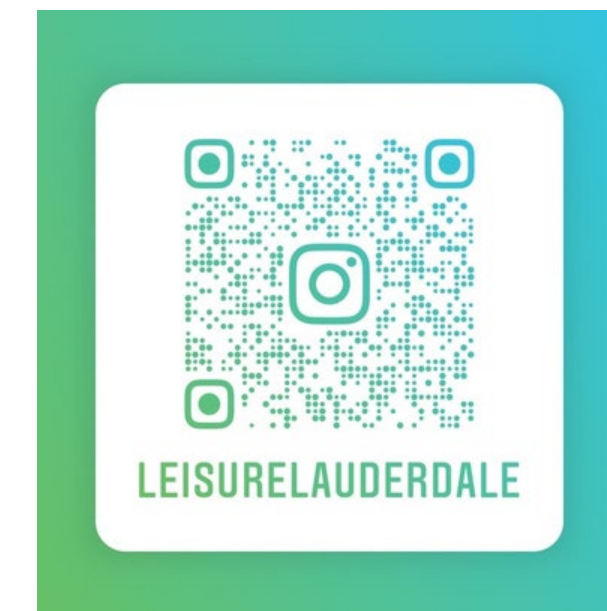
## TOP COUNTRIES

USA 80%

BRAZIL 7.5%

CANADA 1.5%

PERU 1.1 %





QUARTERLY PARTNER MEETING

SAVE  
THE  
DATE

Thursday, January 11th, 2024  
9:30 a.m.  
In Person



thank you!

